



CHAMBER

Chatter

MONTHLY NEWSLETTER FEB 19

Big Changes in Local Finance

Many of you may have heard about the changes happening on the financial landscape here in Tomah. Three institutions will be enduring transitions that will effect many of our residents.

Last week, 1st Community Credit Union announced that they will be expanding their branch to better accommodate the Tomah area. The new branch will be located on the north end of town between Buan Street and West McCoy Boulevard. They will feature a full service lobby, technology center, ATM and drive-up banking. Established in 1961, 1st Community Credit Union is a not-for-profit organization owned by its members.

Partnership Bank also made a big announcement last week. They will be merging with First Bank with business transioning officially in July. The merger will allow more resources required to meet the demands of a competitive market place and continue to deliver innovative products and services to our clients. Bank First is a Wisconsin-based homegrown community bank and anticipates no change in the high-quality, personalized level of care and service you currently receive. The transaction has a target sale date of July 12, 2019.

Citizens Community Bancorp has agreed to purchase F&M Bank of Tomah. This will be one of the biggest transitions in our financial landscape, as F&M Bank dates back to 1911 and holds twenty percent of the market share in Monroe County. The sale is anticipated to finalize by the end of June.

**1ST COMMUNITY
CREDIT UNION**


**Partnership
Bank**

**F&M
BANK**

MEMBERSHIP & BOARD

NUMBER OF CURRENT MEMBERS: 328

January Renewals

1st Community Credit Union, 4 years
Alderman Property Management, Inc., 35 years
American Legion Aux Unit 201, 2 years
Bauernfeind Business Technologies, 12 years
Cardinal TG, 28 years
CASA for Kids, 2 years
Chitwood, Nicol & Matthews, 25 years
EZE Storage/U-Haul & Trailer Sales, 13 years
Festival Foods, 1 year
First Choice Realty, 19 years
First Weber Group, 40 years
Graceland Fruit Wisconsin, Inc., 3 years
Hilliker Tree Farm, 26 years
HoChunk Cinema, 16
Joan Hanson, 31 years

Koel's Lawn & Landscape, 4 years
Liberty Village of Tomah, 1 year
Manpower, 28 years
Marilyn School of Dance, 29 years
Mary Kay Cadillac Sales Director, 4 years
McNally Spinal Care, 16 years
Monroe County Title Inc., 16 years
R. Moake Excavating, 3 years
Tomah Area School District, 34 years
Tomah Education Association, 29 years
Tomah Softball Association, 11 years
WKBT TV Channel 8, 12 years
WRJC-Murphy's Law Media Group, 7 years
Yoga Leaf, 2 years

Current Chamber Board

BOARD OFFICERS:

President- Jeff Cram
Past-President- Robin Pierce
Treasurer-Michelle Hagman
Mitch Koel
Christian Dawley
Matt Buswell

BOARD DIRECTORS:

Derek Burnstad
Kyle Evans
Jeremy Haldeman
Anna Meyer
Amanda Konsitzke
Kristie Betthausen
Kim Voigt

EX OFFICIO:

City of Tomah- Roger Gorius
VA Medical Center- Matthew Gowan
WTC: Tomah- Nicole Purvis
Fort McCoy- Tonya Townsell
Tomah School Dist.- Cindy Zahrte



THE WELLNESS BITE:

February is Heart Health Awareness Month

It's no coincidence that the month that Heart Health Awareness Month is the same month as Valentine's Day! Whether you celebrate the holiday of love or not, it's a good reminder to keep your heart healthy and strong.

As you make daily food choices, base your eating pattern on these recommendations:

- Eat a variety of fresh, frozen and canned vegetables and fruits without high-calorie sauces or added salt and sugars. Replace high-calorie foods with fruits and vegetables.
- Choose fiber-rich whole grains for most grain servings.
- Choose poultry and fish without skin and prepare them in healthy ways without added saturated and trans fat. If you choose to eat meat, look for the leanest cuts available and prepare them in healthy and delicious ways.
- Eat a variety of fish at least twice a week, especially fish containing omega-3 fatty acids (for example, salmon, trout and herring).
- Select fat-free (skim) and low-fat (1%) dairy products.
- Avoid foods containing partially hydrogenated vegetable oils to reduce trans fat in your diet.
- Limit saturated fat and trans fat and replace them with the better fats, monounsaturated and polyunsaturated. If you need to lower your blood cholesterol, reduce saturated fat to no more than 5 to 6 percent of total calories. For someone eating 2,000 calories a day, that's about 13 grams of saturated fat.
- Cut back on beverages and foods with added sugars.
- Choose foods with less sodium and prepare foods with little or no salt. To lower blood pressure, aim to eat no more than 2,300 milligrams of sodium per day. Reducing daily intake to 1,500 mg is desirable because it can lower blood pressure even further. If you can't meet these goals right now, even reducing sodium intake by 1,000 mg per day can benefit blood pressure.
- If you drink alcohol, drink in moderation. That means no more than one drink per day if you're a woman and no more than two drinks per day if you're a man.
- Follow the American Heart Association recommendations when you eat out, and keep an eye on your portion sizes.

Source: www.heart.org



February

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					¹ FREEZE FEST	² FREEZE FEST Cub Scout Pack 279 Pine Wood Derby at Gloria Dei Lutheran Church 5pm - 7pm
3	4	5 Toddler Time at Tomah Library 10am - 10:45am <hr/> Little Movers Story Time at Tomah Library 11:15am - 11:55am	6 Baby Story Time at Tomah Library 10am - 10:30am	7	8 Milk & Cookie Story Time at Tomah Library 10am - 10:30am	9
10 Freeze Fest Talent Show Spectacular at Tomah High School 11am	11	12 Toddler Time at Tomah Library 10am - 10:45am <hr/> Little Movers Story Time at Tomah Library 11:15am - 11:55am	13 Baby Story Time at Tomah Library 10am - 10:30am	14 <i>Happy Valentine's Day!</i> The Tin Woman at Tomah Community Theatre 7pm	15 Milk & Cookie Story Time at Tomah Library 10am - 10:30am <hr/> The Tin Woman at Tomah Community Theatre 7pm	16 The Tin Woman at Tomah Community Theatre 7pm
17 The Tin Woman at Tomah Community Theatre 1pm-3pm	18	19 Toddler Time at Tomah Library 10am - 10:45am <hr/> Little Movers Story Time at Tomah Library 11:15am - 11:55am	20 Baby Story Time at Tomah Library 10am - 10:30am	21 The Tin Woman at Tomah Community Theatre 7pm	22 Milk & Cookie Story Time at Tomah Library 10am - 10:30am <hr/> The Tin Woman at Tomah Community Theatre 7pm	23 10 Year Anniversary Party at The Break Room 11am-???
24 The Tin Woman at Tomah Community Theatre 1pm-3pm	25 Tomah Chamber & Visitors Center Annual Banquet at Three Bears Resort 5pm	26 Toddler Time at Tomah Library 10am - 10:45am <hr/> Little Movers Story Time at Tomah Library 11:15am - 11:55am	27 Baby Story Time at Tomah Library 10am - 10:30am	28	Milk & Cookie Story Time at Tomah Library 10am - 10:30am	



BOYS & GIRLS CLUBS
OF WEST-CENTRAL WI
Tomah

Save the Date
Shake, RATTLE
and ROLL

on over to

BOYS & GIRLS CLUBS'
Annual Dinner

FRIDAY
APRIL
12

5:30 - 8:30 p.m.

*Cranberry Country Lodge
Tomah, WI*

More information to come!

Questions? Contact Rose Reinert, roser@bgcwcw.org

SOCIAL MEDIA BOOTCAMP



February 20th, 2019 Noon - 2:00 PM

F&M Bank-1001 Superior Ave

LIGHT LUNCH PROVIDED

Join F&M Bank and DigiSage for this interactive workshop designed to help you enhance your Business Facebook Page, grow your followers, and execute affordable ad strategies through Facebook Ads Manager.

No matter what your experience, our instructor will walk you through useful Facebook features and how to use and benefit from Facebook Ads.

FREE FOR F&M BANK BUSINESS CUSTOMERS, OTHERWISE JUST \$10



All attendees must bring personal laptop or tablet.

F&M BANK

Banking Solutions From People You Trust.
www.fmnetbank.com 608-372-2126

Information Presented by:

DigiSage

www.digisage.com

RSVP by February 11th

Call 608-372-2126 or email

Rebecca.Giroux@fmnetbank.com



Spotlights

ON BASE AT FORT MCCOY

by Theresa Fitzgerald

Fort McCoy had a busy 2018 supporting active and reserve training throughout the armed forces, as well as assisting local communities. Here's a look back at some of the year's highlights.

Nearly 1,200 Marines with units associated with the 2nd Marine Aircraft Wing completed extreme cold-weather training at Fort McCoy from early January through early February during the Ullr Shield 2018 exercise.

Operation Cold Steel II began Feb. 19, qualifying more than 3,000 Soldiers on mounted crew-served weapons during the course of 3 1/2 months. Fort McCoy earned the Silver Award in the 2018 Army Communities of Excellence competition; results were announced Feb. 18.

Fort McCoy fiscal year 2017 economic impact of \$1.18 billion was announced in March. Combat Support Training Exercise (CSTX) 78-18-03 and the Regional Medic Exercise also began in March, training thousands of Reserve Soldiers to deploy on short-notice and bring capable, combat-ready, and lethal firepower in support of the Army and joint partners anywhere in the world.

Dozens of adults and children from the Fort McCoy community participated in the installation's 30th observance of Arbor Day on April 27 with the planting of more than 400 trees on the cantonment area.

Col. Hui Chae Kim became Fort McCoy's newest garrison commander at a change-of-command ceremony May 19 at the installation's Rumpel Fitness Center. An estimated 4,000 people attended the 2018 Fort McCoy Armed Forces Day Open House, also on May 19.

More than 6,000 troops from across the United States trained at Fort McCoy for the 86th Training Division's Combat Support Training Exercise (CSTX) 86-18-04 through June 29. Nearly 60 Airmen from 10 states as well as teams of international service members who are part of explosive ordnance disposal (EOD) teams trained at Fort McCoy for 12 days in late June to early July as part of Exercise Audacious Warrior 2018.

Air Force C-130 Hercules aircraft completed airdrops



ON BASE AT FORT MCCOY, CONT'D

by Theresa Fitzgerald

at Badger Drop Zone, security forces Airmen and Wisconsin State Patrol troopers held exercise scenarios together at several training areas, and Young Air Assault Strip was a hub of activity for the National Guard's Patriot North 2018 exercise, held July 17-19 at Fort McCoy and Volk Field, Wis.

The 86th Training Division at Fort McCoy conducted Combat Support Training Exercise (CSTX) 86-18-02 from Aug. 4-24 at the installation. Thousands of service members with the Army as well as other military services and foreign militaries participated in the multinational exercise.

Fort McCoy emergency personnel supported local agencies after areas near Fort McCoy received up to 12 inches of rain and high winds during a storm Aug. 27, causing extensive flash flooding and damage in the region.

Airmen, Soldiers, and officials with the Defense Logistics Agency (DLA) were sent to Fort McCoy from Sept. 7 to 14 as part of Exercise Turbo Distribution 18-02, a Joint Task Force-Port Opening (JFT-PO) simulation designed to hone joint service interoperability in austere locations.

The new Fort McCoy public website, <https://home.army.mil/>, launched at the end of September.

Fort McCoy continued to be a high-volume training venue as 148,733 personnel trained at the installation in fiscal year 2018 — just a few thousand under the record number of troops who trained on post in 2017.

Team Fort McCoy sent two teams of runners to the 2018 Army Ten-Miler competition Oct. 7 at the Pentagon and came away with second- and fourth-place finishes in the Reserve Mixed category.



Regional Training Site (RTS)-Medical at Fort McCoy ran a Combat Support Hospital/Field Hospital Commander and Command Sergeant Major Course from Nov. 6-8 to help prepare new commanders for the challenges they'll face in the future.

Maj. Gen. Jody J. Daniels took the helm of the 88th Readiness Division and as Fort McCoy's senior commander during a change of command ceremony Dec. 1 at Fort McCoy.

Soldiers with the 426th Regional Training Institute (Wisconsin Military Academy) fired 21 volleys on an artillery piece while honoring former President George H. W. Bush on Dec. 6 during an artillery salute on the Parade Field at Fort McCoy. Bush died Nov. 30 at the age of 94.

MEMBER BENEFITS

by Kari Mlsna

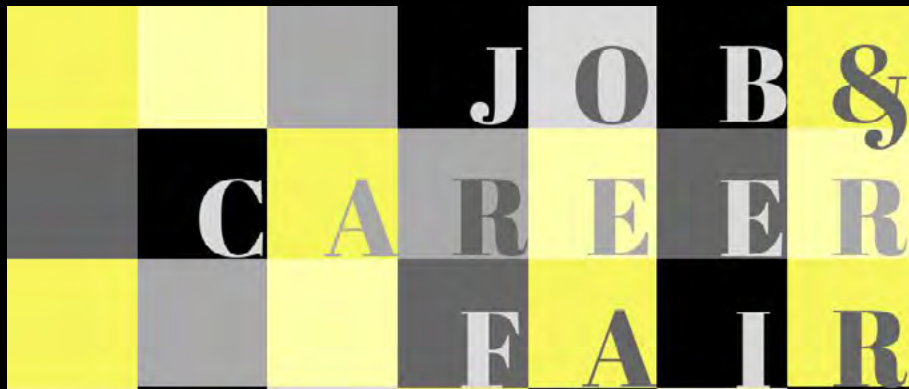
"Networking is more about 'farming' than it is about 'hunting'. It's about cultivating relationships."
-Dr. Ivan Misner, BNI

I love this quote for two reasons: First, I was born a farm girl and I love the farming references; Two, I believe this quote holds very true to business. Networking is an important part of owning, managing, or working for any business. The relationships that are built from networking events can be very significant. No matter what your business may be, presenting yourself and your business in a professional yet exciting manner can build some amazing relationships. Not only will those people get an opportunity to hear all about your business/company, but they will take that information back to fellow co-workers, family members and friends.

Even though we don't hold Business After 5 on a monthly basis anymore, there are many networking opportunities throughout the year that the Chamber hosts. We have our annual banquet coming up in February, we also host a golf outing each July and have our Merry Mixer in December. There are opportunities for businesses to host a *Networking Before 9* event. These are held in the mornings and give people to stop into your business before work, have a cup of coffee and snack, while getting a feel for your workplace. We also encourage businesses to host a, very social, *Pop-Up Happy Hour*. These are held from 5:00pm and run approximately an hour to hour and a half. Happy Hours are a casual way for people to interact over a cocktail in a relaxed atmosphere.

Who's ready to do a little "farming" and cultivate some great business relationships? If you are interested in hosting a networking event or are interested in details on any of them, please contact me at kmlsna@tomahwisconsin.com

As Seen on 



March 20 | Tomah High School

Students Only 1pm-3:20 | Student/Parent 3:30pm-4:30pm | Public 4:30pm - 6pm

Job Seekers:

- Job search related workshops offered
- Job Center staff available to assist with resume review and interview preparation
- Job seekers are encouraged to dress for success and bring copies of their resume

Employers:

- Registration is \$50 for members of the Tomah Chamber and \$75 for non-members.

For additional information please contact Kari Mlsna at kmlsna@tomahwisconsin.com or 608-372-2166.

Do You Know What You Have Working For You?



A few short weeks ago, your 2019 Board of Directors held its annual board retreat and planning session. This was my 6th time attending this meeting (my first year was as a member of the Executive Committee and the last 5 years have been as your President/CEO). Last year we spent time getting ourselves up to date as an organization. We updated bylaws and policies and refreshed some of our practices. This year was the invigorating and inspiring because we addressed such issues as past due memberships and member invoices, how to grow our membership, and how to increase our revenues. Sounds thrilling, doesn't it?

It does to me...and here's why:

The better that we perform and the more that we increase our revenues and membership, means the more that we get to invest in improving Tomah. Each of you have some similar goals: To grow your business. Our goal is the same, but we do it through developing programs and events that make Tomah a great place to live and prosper. One of the ways you do that by investing in the Chamber and the better the Chamber does, the better equipped you are to reaching your goals. We are all in the business of economic development and business growth. There are many tools you use to help you achieve growth. The most fundamental, primary and easiest tool you have at your disposal is your Chamber membership. It should be the first tool in your toolbox and the one that you have the strongest relationship with.

We are doing things these last few years and in the years to come different from how we've done them in the past. We've moving ahead of the curve. We have our ears to the ground and are acutely aware of what your needs are while continuously finding solutions for you. Beyond simply needs and solutions, we have the right people in the right positions. This is regarding staff, board members and volunteers. Each of which are equally important in their own right. If you haven't met Shay Jilek or Kari Mlsna yet, please stop by and do so. Our Executive Committee is composed of Matt Buswell, Jeff Cram, Chris Dawley, Michelle Hagman, Mitch Koel and Robin Pierce. Our Full Board includes those members plus Derek Burnstad, Kyle Evans, Jeremy Haldeman, Amanda Konsitzke, Anna Meyer, and Kim Gerke Voigt (plus ex-officios Victoria Brahm, Roger Gorius, Nicole Purvis, Tonya Townsell, and Cindy Zahrtle). We have been blessed over the course of the last 5+ decades with extremely talented individuals. This year is no exception. We are blessed with premier leadership and people who are passionate about your goals! That's right, you have, working for you, 20 (plus volunteers) of Tomah's premier leadership working for your goals! Read that as many times as you need to to soak in what that means. These folks are actively working to make your business better, for the simple cost of your membership. When you see fellow members of the Tomah Chamber, please take a moment to acknowledge that they're on your team. When you see one of the aforementioned board members, please take a moment to reflect upon the hours of work that they are putting in to help your business reach its goals. The Chamber isn't just me or Shay or Kari. It is so many more people that believe in this community...it's YOU!

When you write that check out every year, please know that your investment dollars are going to build your business through all of the programs, all of the events, and all of the staff, board members and volunteers that the Chamber has pulling for you.

Thank you for letting me serve you in this capacity. Not only am I truly grateful for your trust, but also your continued faith in our work.

MEMBERSHIP TIERS

Lead

Influence Accelerated

Growth

